

5 WHAT IS CLAIMED IS:

1. A system for providing accurate location responses during the administration of a computer assisted self interview comprising:

Means to display a location based question to a respondent;

10 Means for the respondent to answer the location based question by either entering an alphanumeric response or requesting display of a map;

A processing unit to geocode a response to a location based question

15 Means to display a map to a respondent of a computer assisted self interview;

Means to select a point location on the displayed map in response to the location based question;

20 Means to select a point location and proximity on the displayed map in response to the location based question;

Means to record the response to a location based question.

2. A system according to claim 1, wherein:

25 Said means to display a location based question includes a computer monitor or other computer output device.

3. A system according to claim 1, wherein:

5 Said means for a respondent to answer a location based question includes at least one of a keyboard, touchscreen, or pointing device such as a mouse.

4. A system according to claim 1, wherein:

10 Said means to geocode a response to a location based question by (i) attempting to geocode the location entered by the user in response to the location based question (ii) if the response cannot be successfully geocoded then redisplaying the location based question to the user (iii) if the response is  
15 successfully geocoded then continuing on to the next step in the computer assisted self interview.

5. A system according to claim 1, wherein:

Said means to display a map includes a computer monitor or  
20 other computer output device;

Said map can be redisplayed by zooming in or out on the map to provide more or less detail for the map display.

6. A system according to claim 1, wherein:

25 Said means to select a point location on the displayed map in response to a location based question includes at least one computer input devices such as a keyboard, touchscreen, or pointing devices such as a mouse;

5 Said means to select a point location on the displayed map  
is by; (i) using the computer input device to point and select a  
place on the displayed map (ii) evaluating and storing the  
geocode of the selected location; (iii) continuing on to the next  
step in the computer assisted self interview.

10 7. A system according to claim 1, wherein:

Said means to select a point location and proximity on the  
displayed map in response to a location based question includes  
at least one computer input device such as a keyboard,

15 touchscreen, or pointing devices such as a mouse;

Said means to select a point location and proximity on the  
displayed map is by; (i) using the computer input device to point  
and select a point location and proximity on the displayed map  
(ii) evaluating and storing the geocode of the selected point  
20 location and proximity measure (iii) continuing on to the next  
step in the computer assisted self interview.

8. A system according to claim 1, wherein:

25 Said means to record the response to a location based  
question includes at least one of saving the response to computer  
memory or on a computer storage device;

Said means to record the response includes saving some or  
all of the alphanumeric entered location, latitude and longitude

5 of the selected point location, and numeric value and units of  
the proximity measure.

9. A method for providing accurate location responses  
during the administration of a computer assisted self interview  
10 comprising the steps of:

Displaying a location based question to the respondent in  
the computer assisted self interview;

Processing a response to the location based question;

For an alphanumeric response to the location based question,  
15 geocoding the response and continuing with the next step in the  
computer assisted self interview, if the geocoding is successful,  
or redisplaying the location based question if the geocoding is  
not successful;

20 Displaying a map for the respondent to use in responding to  
the question;

Redisplaying the map by zooming in and out to provide more  
or less detail for the map display;

Processing and storing the point location and proximity  
measure for a place on the map selected by the user and  
25 continuing with the next step in the computer assisted self  
interview.